

ANA

2019 INFLUENCER MARKETING CONFERENCE

Bill Duggan
Group EVP





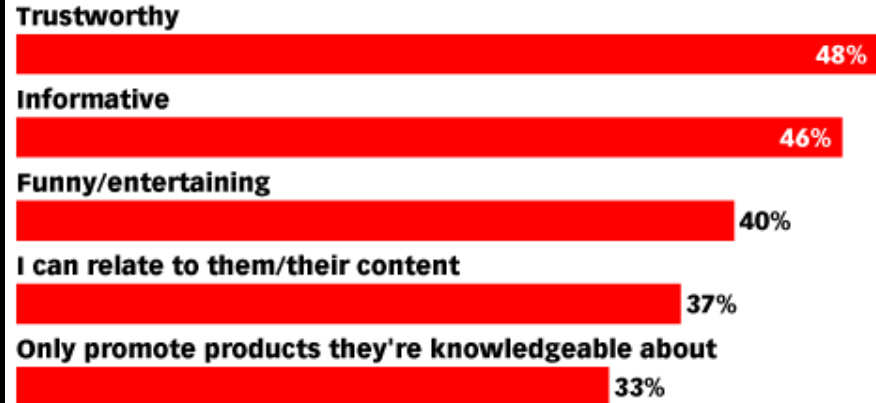
**GREATEST
HITS**

Trust is still the No. 1 most important quality consumers look for in social media influencers.

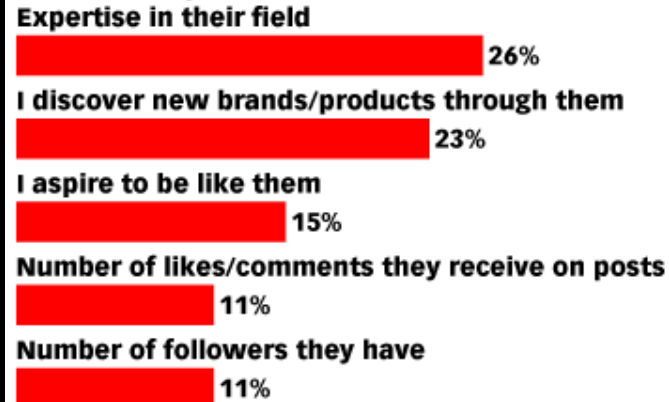
What Do US/UK Social Media Users* Say Are the Most Important Qualities for Social Media Influencers to Have?

% of respondents, Aug 2019

Top 5 responses



Bottom 5 responses



*Note: ages 16-64; *who currently follow influencers on social media platforms*

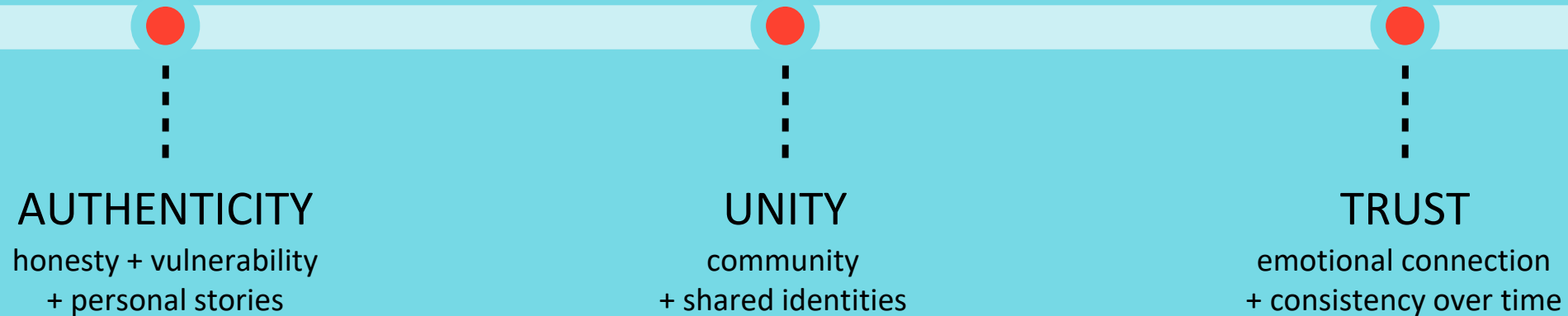
Source: GlobalWebIndex, "Influencer Marketing," Sep 24, 2019

250470

www.eMarketer.com

Influence lives on a continuum

// A CREATOR'S PURE PURPOSE IS NOT CONVERSION, BUT CONNECTION.



FTC'S WARNING LETTERS TO INFLUENCERS

- » **Make your disclosures hard to miss.** Consider *where* you say it and *how* it will look to consumers on the devices they're using. Disclose any material connection above the "more" button
- » **Keep your disclosures unambiguous.** Vague terms in posts – such as "#spon", "#collab" and "#partner" – were not sufficiently clear because "many consumers" would not understand that they meant that a post was sponsored
- » **Avoid #HardtoRead #BuriedDisclosures #inStringofHashtags #SkippedByReaders.** Do not place your "disclosure" in a string of other hashtags

Is past behavior a predictor for future behavior?

Risks

- **Hate speech**
- **Misogyny/domestic violence**
- **Political controversy**
- **Criminal behavior**
- **Lifestyle controversy**
- **Follower fraud**



Oneika Raymond

Travel Channel and NBC New York Live

MISTAKES: You “over-brand” and give overly prescriptive requirements.

A dramatic, dark sky filled with heavy, grey clouds. A bright, jagged lightning bolt strikes down from the right side of the frame, illuminating the surrounding clouds. The bottom of the image shows a dark silhouette of a horizon line with some trees.

TROUBLE Brewing

A hand wearing a black leather glove is pointing towards a laptop on a desk. The word "Fraud" is written in large, bold, yellow letters over the hand.

Fraud

Holding back the growth of Influencer Marketing

- Fake Followers
- Bots
- Advertisers inflating the volume of followers

A grayscale background image showing a hand pointing at a tablet. The tablet screen displays a 3D bar chart with several vertical bars of varying heights. The word "Measurement" is overlaid in the center in a bright yellow font.

Measurement

CGI Influencers

54%

of US Gen Z and millennial internet users want to know who is behind a CGI influencer



New Report Looks at the Rise of Virtual Influencers on Instagram

Social Media Today, 11/19/2019